< 3

THE MANITOBA TURKEY PRODUCERS MARKETING BOARD

SEVENTEENTH ANNUAL MEETING

February 26, 1986

International Inn
1808 Wellington Ave.

MANITOBA TURKEY PRODUCERS' MARKETING BOARD

SEVENTEENTH ANNUAL MEETING

TABLE OF CONTENTS

		PAGE
1.	Directors and Staff Pictures	1
2.	Agenda	2
3.	Producer Board Report	3
4.	1985 Pool Chart	8
5.	1985 Cost of Production	9
6.	1986 Number of Producers, Registered Basic Kilograms and Size of Quota by District	15
7.	Market Allotments	16
8.	Canadian Turkey Marketing Agency Report	17
9.	Auditor's Report	19
10.	Proposed Budget	28
11.	Election of Directors	29
12.	Manager's Report	30
13.	Export Report	32
14.	Promotion Report	34
15.	Keystone Agricultural Producers Inc. Report	39

MANITOBA TURKEY PRODUCERS' MARKETING BOARD
SEVENTEENTH ANNUAL MEETING
February 26, 1986

AGENDA

9:30 a.m.	- Registration - Coffee & Donuts
10:00 a.m.	- Chairman's Remarks - Bill Chrismas - Early Bird Draw - Registered Producers In Attendance - Mr. Steve Pilot - Minutes of the Sixteenth Annual Meeting - Discussion Period - Minutes of the Semi-Annual Meeting - Discussion Period
10:30 a.m.	- Producer Board Report - Don McFadden - Discussion Period
11:00 a.m.	- Canadian Turkey Marketing Agency Report - Ellis Penner - Discussion Period
11:30 a.m.	- Auditors's Report - Mr. Gilles Chaput Forest, Guenette, Chaput - Discussion Period - Proposed Budget - Peter Maendel - Discussion Period - Election Nominations
12:00 p.m.	- Luncheon - Guest Speaker - Mr. Ken Crawford
2:00 p.m.	- Election Report - Draw - Registered Producers In Attendance - Bank of Nova Scotia - Manager's Remarks - Burt Waters - Export Report - Burt Waters - Discussion Period
2:30 p.m.	- Appointment of Auditors - Promotion Report - Linda Hogue - Discussion Period
3:00 p.m.	- Keystone Agricultural Producers Inc. Report - Bob Byle - Discussion Period
3:15 p.m.	- New Business - -
4:00 p.m.	- Adjournment & Coffee

MANITOBA TURKEY PRODUCERS' MARKETING BOARD

PRODUCER BOARD REPORT

The turkey storage stock figures at the end of 1985 indicated a very good movement of turkey particularily in the last two months of the year. Our storage stocks are somewhat higher than a year earlier however present stocks are manageable.

The total storage stock figure for Canada was 12,488,000 Kgs (27,530,804 pounds) eviscerated weight at December 31, 1985 as compared to 8,555,000 Kgs (18,860,229 pounds) eviscerated weight at December 31, 1984.

The total inventory for Manitoba was 933,000 Kgs (2,056,878 pounds) eviscerated weight at December 31, 1985 as compared to 834,000 Kgs (1,838,624 pounds) eviscerated weight at December 31, 1984.

In 1985 Manitoba marketed 7,765,520 Kgs (17,119,752 pounds) eviscerated weight of which 102,272 Kgs (225,468 pounds) eviscerated weight was exported, for a total marketing of 7,867,792 Kgs (17,345,225 pounds) eviscerated weight out of the 7,953,548 Kgs (17,534,276 pounds) that was allocated to Manitoba for 1985 compared to 7,353,759 Kgs (16,211,990 pounds) in 1984.

There was no overmarketing for 1984 or 1985, in fact we would have been under our allocation so we moved some product which would have normally been marketed in January to December which helped fill Manitoba's allotment for both years.

The 1985 allotment for each producer with a basic quota over 60,000 Kgs (132,275 pounds) live weight was established at 92%. The producers under 60,000 Kgs live weight were left at 100%.

The average weight of the birds marketed in 1985 as compared to 1984 were as follows:

	1985		1984	
Category	Kgs Live	Lbs. Live	Kgs Live	Lgs. Live
Broilers	5.00	11.02	5.01	11.14
Hens	7.17	15.81	7.20	15.56
Toms	11.51	25.37	11.29	24.89
Breeders	9.38	20.68	9.02	19.89

Producer Board Meetings

There were twenty-five meetings of directors during 1985. One or more of the directors attended meetings with The Canadian Turkey Marketing Agency, Keystone Agricultural Producers Inc. and The Manitoba Natural Products Marketing Council. Processor representatives attended four meetings during the year.

Prices

There were six price bulletin changes during 1985. Prices varied in the different categories as follows:

Category	Date and Low Price	Date and High Price
Broilers	$1.39 - June 17 to August 11	$1.455 - January 2 to March 10
Hens	$1.40 - July 2 to August 11	$1.48 - January 2 to March 10
Toms	$1.38 - July 2 to August 11	$1.475 - January 21 to March 10

Pools

The six different pool periods during 1985 resulted in the following final payments:

Toms	Pool Number	Final Payment
January - February	222	.04525
March - April	223	.038979
May - June	224	.01594
July - August	225	.052843
September - October	226	.047752
November - December	227	.043978

Hens	Pool Number	Final Payment
January - February	172	NO HENS MARKETED
March - April	173	.036826
May - June	174	.00429
July - August	175	.052584
September - October	176	.053719
November - December	177	.043978

Broilers	Pool Number	Final Payment
January - February	196	.04398
March - April	197	.03522
May - June	198	.02305
July - August	199	.054618
September - October	200	.04918
November - December	201	.043978

During the September - October an interim payment was made to any producer who marketed birds before September 15, 1985. A more detailed chart is attached for your information.

Waiting List - Updated

In 1985 the Board updated the existing waiting list.

A new form was developed with the help of the Board Solicitor and was mailed to everyone on the list. This form will also be used for anyone requesting to be placed on the waiting list in the future.

The deadline was September 3, 1985. A second letter, sent certified on September 22, 1985, with additional forms, stated that if these forms were not returned by October 31, 1985 their name would be removed from the list.

The old waiting list had ninety-nine names on it. The existing waiting list has sixty-four names on it.

Changes in Registration

During 1985 these were the changes made in registration.

Ed & Richard W. Kroeker to Richard W. Kroeker

This was a with-in family re-allocation and the quota was not affected.

L & K Lillies to Keith Lillies

This was a with-in family re-allocation and the quota was not affected.

Fred McDonald to Shirley McDonald

This was a with-in family re-allocation and the quota was not affected.

Schoenhof Turkey Farms to Blumenhof Farms Ltd.

This was a re-allocation from one producer to another and the quota was transferred to the new producer.

South Ten Turkey Farms to Oak Ridge Colony

This was a re-allocation from one producer to another and the quota was transferred to the new producer.

Riverbend Colony to Riverbend Colony Farms Ltd.

This was a change in registered name and the quota was not affected.

Bernard Schlamp to Turkey Track Ranch

This was a change in registered name and the quota was not affected.

Several other small changes were made to addresses and telephone numbers.

Charts

There are several charts included in this report for your information.

1. 1985 Pool Figures
2. Cost of Production
3. Producer Quotas By District
4. Market Allotments By Years

MANITOBA TURKEY PRODUCERS' MARKETING BOARD

1985 POOLS

			INITIAL PAYMENT		FINAL	LEVIES		TOTAL PRICE TO PRODUCERS	
TOMS	NO.	KILOGRAMS	A'S	OTHERS	PAYMENT	M.T.P.M.B.	C.T.M.A.	A'S	OTHERS
Jan.-Feb.	222	371,999	1.38	1.33	.04525	.015	.7716	1.42525	1.37525
Mar.-Apr.	223	6,444	1.38	1.33	.038979	.015	.7716	1.418979	1.368979
May-June	224	208,795	1.38	1.33	.01594	.015	.7716	1.39594	1.34594
July-Aug.	225	1,768,425	1.31	1.26	.052843	.015	.7716	1.362843	1.312843
Sept.-Oct.	226	1,790,469	1.34	1.29	.047752*	.015	.7716	1.387752	1.337752
Nov.-Dec.	227	697,124	1.34	1.29	.043978	.015	.7716	1.383978	1.333978
		4,843,256							
HENS									
Jan.-Feb.	172	NO HENS MARKETED		---	---	---	---	---	---
Mar.-Apr.	173	84,441	1.41	1.33	.036826	.015	.7716	1.446826	1.366826
May-June	174	101,556	1.41	1.33	.00429	.015	.7716	1.41429	1.33429
July-Aug.	175	648,290	1.33	1.25	.052584	.015	.7716	1.382584	1.302584
Sept.-Oct.	176	1,402,233	1.36	1.28	.053719*	.015	.7716	1.413719	1.333719
Nov.-Dec.	177	414,477	1.36	1.28	.043978	.015	.7716	1.403978	1.32978
		2,650,997							
BROILERS									
Jan.-Feb.	196	344,178	1.385	1.285	.04398	.015	.7716	1.42898	1.32898
Mar.-Apr.	197	229,930	1.385	1.285	.03522	.015	.7716	1.42022	1.32022
May-June	198	242,708	1.385	1.285	.02305	.015	.7716	1.40805	1.30805
July-Aug.	199	253,281	1.32	1.22	.054618	.015	.7716	1.374618	1.274618
Sept.-Oct.	200	232,720	1.35	1.25	.04918*	.015	.7716	1.39918	1.25918
Nov.-Dec.	201	381,463	1.35	1.25	.043978	.015	.7716	1.393978	1.293978
		1,684,280							
NOT IN THE POOLS		247,804 - Breeders							
		106,793 - Export							
TOTAL MARKETING		9,533,130							

* Note: During the September/October pools an interim payment was made to producers who had marketed up to September 15, 1985.

B R O I L E R S

1985 MANITOBA COST OF PRODUCTION UPDATE

FORM 66)

CANADIAN TURKEY MARKETING AGENCY

CONSOLIDATED PROVINCIAL COST OF PRODUCTION (¢/kg)

CATEGORY: BROILERS	Jan. 7/85	Feb. 4/85	Mar. 4/85	April 1/85	May 6/85	June 3/85
VARIABLE COSTS:						
FEED	69.65	69.22	68.86	68.58	68.02	67.29
POULTS	23.31	23.31	23.31	23.31	23.94	23.94
OTH. VAR. FLOCK EXP.	2.26	2.26	2.26	2.26	2.28	2.28
TRANSPORTATION	-	-	-	-	-	-
LEVIES: PROVINCIAL	1.50	1.50	1.50	1.50	1.50	1.50
CTNA	.77	.77	.77	.77	.77	.77
INT. ON WORKING CAPITAL	2.08	1.98	1.92	1.92	1.94	1.89
TOTAL VARIABLE COSTS	99.57	99.04	98.62	98.34	98.45	97.69
FIXED COSTS						
ENERGY	5.64	5.64	5.64	5.64	5.72	5.72
LABOUR	12.31	12.31	12.31	12.31	12.50	12.50
FIXED OVERHEAD	8.03	8.03	8.03	8.03	8.07	8.07
DEPRECIATION	4.98	4.98	4.98	4.98	5.03	5.03
TOTAL FIXED COSTS	30.96	30.96	30.96	30.96	31.32	31.32
CAPITAL COSTS						
INT. ON LONG TERM	7.66	7.66	7.66	7.66	7.70	7.70
OPPORTUNITY COST OF CAP.	2.61	2.61	2.61	2.61	2.61	2.61
TOTAL CAPITAL COSTS	10.27	10.27	10.27	10.27	10.31	10.31
TOTAL FARM GATE COST	140.80	140.27	139.85	139.57	140.08	139.30
CURRENT BOARD PRICE						
GRADE A	1.455	1.455	1.455	1.445	1.445	1.445
UNDERGRADE	1.355	1.355	1.355	1.345	1.345	1.345

B R O I L E R S

1985 MANITOBA COST OF PRODUCTION UPDATE

FORM 64)

CANADIAN TURKEY MARKETING AGENCY

CONSOLIDATED PROVINCIAL COST OF PRODUCTION (¢/kg)

CATEGORY: BROILERS	July 1/85	Aug. 5/85	Sept. 3/85	Oct. 7/85	Nov. 4/85	Dec. 2/85
VARIABLE COSTS:						
FEED	66.41	65.50	65.01	64.26	63.50	62.76
POULTS	23.94	23.94	23.94	23.94	23.94	23.94
OTH. VAR. FLOCK EXP.	2.28	2.28	2.28	2.30	2.30	2.30
TRANSPORTATION	–	–	–	–	–	–
LEVIES: PROVINCIAL	1.50	1.50	1.50	1.50	1.50	1.50
CTMA	.77	.77	.77	.77	.77	.77
INT. ON WORKING CAPITAL	1.82	1.78	1.78	1.76	1.73	1.69
TOTAL VARIABLE COSTS	96.72	95.77	95.28	94.53	93.74	92.96
FIXED COSTS						
ENERGY	5.72	5.87	5.87	5.97	5.97	5.97
LABOUR	12.50	12.56	12.56	12.67	12.67	12.67
FIXED OVERHEAD	8.07	8.09	8.09	8.18	8.18	8.18
DEPRECIATION	5.03	5.04	5.04	5.06	5.06	5.06
TOTAL FIXED COSTS	31.32	31.56	31.56	31.88	31.88	31.88
CAPITAL COSTS						
INT. ON LONG TERM	7.70	7.72	7.72	7.74	7.74	7.74
OPPORTUNITY COST OF CAP.	2.61	2.27	2.27	2.29	2.29	2.29
TOTAL CAPITAL COSTS	10.31	9.99	9.99	10.03	10.03	10.03
TOTAL FARM GATE COST	138.35	137.32	136.83	136.44	135.65	134.87
CURRENT BOARD PRICE						
GRADE A	1.39	1.39	1.42	1.42	1.42	1.42
UNDERGRADE	1.29	1.29	1.32	1.32	1.32	1.32

H E N S

1985 MANITOBA COST OF PRODUCTION UPDATE

(Orm 6b)

CANADIAN TURKEY MARKETING AGENCY
CONSOLIDATED PROVINCIAL COST OF PRODUCTION (¢/kg)

CATEGORY: HENS	Jan. 7/85	Feb. 4/85	Mar. 4/85	April 1/85	May 6/85	June 3/85
VARIABLE COSTS:						
FEED	79.93	79.56	79.26	78.99	78.61	78.04
POULTS	18.53	18.53	18.53	18.53	18.53	18.53
OTH. VAR. FLOCK EXP.	3.49	3.49	3.49	3.49	3.51	3.51
TRANSPORTATION	-	-	-	-	-	-
LEVIES: PROVINCIAL	1.50	1.50	1.50	1.50	1.50	1.50
CTMA	.77	.77	.77	.77	.77	.77
INT. ON WORKING CAPITAL	2.59	2.50	2.42	2.40	2.36	2.37
TOTAL VARIABLE COSTS	106.81	106.35	105.97	105.68	105.28	104.72
FIXED COSTS						
ENERGY	5.64	5.64	5.64	5.64	5.72	5.72
LABOUR	12.31	12.31	12.31	12.31	12.50	12.50
FIXED OVERHEAD	5.83	5.83	5.83	5.83	5.86	5.86
DEPRECIATION	4.98	4.98	4.98	4.98	5.03	5.03
TOTAL FIXED COSTS	28.76	28.76	28.76	28.76	29.11	29.11
CAPITAL COSTS						
INT. ON LONG TERM	7.47	7.47	7.47	7.47	7.51	7.51
OPPORTUNITY COST OF CAP.	2.89	2.89	2.89	2.89	2.89	2.89
TOTAL CAPITAL COSTS	10.36	10.36	10.36	10.36	10.40	10.40
TOTAL FARM GATE COST	145.93	145.47	145.09	144.80	144.79	144.23
CURRENT BOARD PRICE						
GRADE A	1.48	1.48	1.48	1.46	1.46	1.46
UNDERGRADE	1.40	1.40	1.40	1.38	1.38	1.38

H E N S

1985 MANITOBA COST OF PRODUCTION UPDATE

FORM 60)

CANADIAN TURKEY MARKETING AGENCY

CONSOLIDATED PROVINCIAL COST OF PRODUCTION (¢/kg)

CATEGORY: HENS	July 1/85	Aug. 5/85	Sept. 3/85	Oct. 7/85	Nov. 4/85	Dec. 2/85
VARIABLE COSTS:						
FEED	77.27	76.36	75.75	74.73	73.82	72.87
POULTS	18.53	18.53	18.53	19.53	19.53	19.53
OTH. VAR. FLOCK EXP.	3.51	3.52	3.52	3.56	3.56	3.56
TRANSPORTATION	-	-	-	-	-	-
LEVIES: PROVINCIAL	1.50	1.50	1.50	1.50	1.50	1.50
CTMA	.77	.77	.77	.77	.77	.77
INT. ON WORKING CAPITAL	2.32	2.25	2.23	2.19	2.15	2.12
TOTAL VARIABLE COSTS	103.90	102.93	102.30	102.28	101.33	100.35
FIXED COSTS						
ENERGY	5.72	5.87	5.87	5.97	5.97	5.97
LABOUR	12.50	12.56	12.56	12.67	12.67	12.67
FIXED OVERHEAD	5.86	5.87	5.87	5.93	5.93	5.93
DEPRECIATION	5.03	5.04	5.04	5.06	5.06	5.06
TOTAL FIXED COSTS	29.11	29.34	29.34	29.63	29.63	29.63
CAPITAL COSTS						
INT. ON LONG TERM	7.51	7.53	7.53	7.55	7.55	7.55
OPPORTUNITY COST OF CAP.	2.89	2.51	2.51	2.51	2.51	2.51
TOTAL CAPITAL COSTS	10.40	10.04	10.04	10.06	10.06	10.06
TOTAL FARM GATE COST	143.41	142.31	141.68	141.97	141.02	140.04
CURRENT BOARD PRICE						
GRADE A	1.44	1.40	1.43	1.43	1.43	1.43
UNDERGRADE	1.36	1.32	1.35	1.35	1.35	1.35

TOMS

(FORM 6c)

1985 MANITOBA COST OF PRODUCTION UPDATE

CANADIAN TURKEY MARKETING AGENCY

CONSOLIDATED PROVINCIAL COST OF PRODUCTION (¢/kg)

CATEGORY: TOMS	Jan. 7/85	Feb. 4/85	Mar. 4/85	Apr. 1/85	May 6/85	June 3/85
VARIABLE COSTS:						
FEED	81.67	81.00	80.71	80.41	80.03	79.53
POULTS	14.05	14.05	14.05	14.05	14.05	14.54
OTH. VAR. FLOCK EXP.	3.49	3.49	3.49	3.49	3.51	3.51
TRANSPORTATION	-	-	-	-	-	-
LEVIES: PROVINCIAL	1.50	1.50	1.50	1.50	1.50	1.50
CTMA	.77	.77	.77	.77	.77	.77
INT. ON WORKING CAPITAL	2.84	2.74	2.65	2.63	2.56	2.51
TOTAL VARIABLE COSTS	104.32	103.55	103.17	102.85	102.42	102.36
FIXED COSTS						
ENERGY	5.64	5.64	5.64	5.64	5.72	5.72
LABOUR	12.31	12.31	12.31	12.31	12.50	12.50
FIXED OVERHEAD	5.83	5.83	5.83	5.83	5.86	5.86
DEPRECIATION	4.98	4.98	4.98	4.98	5.03	5.03
TOTAL FIXED COSTS	28.76	28.76	28.76	28.76	29.11	29.11
CAPITAL COSTS						
INT. ON LONG TERM	7.47	7.47	7.47	7.47	7.51	7.51
OPPORTUNITY COST OF CAP.	2.89	2.89	2.89	2.89	2.89	2.89
TOTAL CAPITAL COSTS	10.36	10.36	10.36	10.36	10.40	10.40
TOTAL FARM GATE COST	143.44	142.67	142.29	141.97	141.93	141.87
CURRENT BOARD PRICE						
GRADE A	1.45	1.475	1.475	1.445	1.445	1.445
UNDERGRADE	1.40	1.425	1.425	1.395	1.395	1.395

TOMS

FORM 6c)

1985 MANITOBA COST OF PRODUCTION UPDATE

CANADIAN TURKEY MARKETING AGENCY

CONSOLIDATED PROVINCIAL COST OF PRODUCTION (¢/kg)

CATEGORY: TOMS	July 1/85	Aug. 5/85	Sept. 3/85	Oct. 7/85	Nov. 4/85	Dec. 2/85
VARIABLE COSTS:						
FEED	78.83	78.00	77.36	76.33	75.40	74.52
POULTS	14.54	14.54	14.54	14.54	14.54	14.54
OTH. VAR. FLOCK EXP.	3.51	3.52	3.52	3.56	3.56	3.56
TRANSPORTATION	–	–	–	–	–	–
LEVIES: PROVINCIAL	1.50	1.50	1.50	1.50	1.50	1.50
CTMA	.77	.77	.77	.77	.77	.77
INT. ON WORKING CAPITAL	2.46	2.40	2.38	2.32	2.28	2.25
TOTAL VARIABLE COSTS	101.61	100.73	100.04	99.02	98.05	97.14
FIXED COSTS						
ENERGY	5.72	5.87	5.87	5.97	5.97	5.97
LABOUR	12.50	12.56	12.56	12.67	12.67	12.67
FIXED OVERHEAD	5.86	5.87	5.87	5.93	5.93	5.93
DEPRECIATION	5.03	5.04	5.04	5.06	5.06	5.06
TOTAL FIXED COSTS	29.11	29.34	29.34	29.63	29.63	29.63
CAPITAL COSTS						
INT. ON LONG TERM	7.51	7.53	7.53	7.55	7.55	7.55
OPPORTUNITY COST OF CAP.	2.89	2.51	2.51	2.51	2.51	2.51
TOTAL CAPITAL COSTS	10.40	10.04	10.04	10.06	10.06	10.06
TOTAL FARM GATE COST	141.12	140.11	139.42	138.71	137.74	136.83
CURRENT BOARD PRICE						
GRADE A	1.42	1.38	1.41	1.41	1.41	1.41
UNDERGRADE	1.37	1.33	1.36	1.36	1.36	1.36

1 9 8 6

MANITOBA TURKEY PRODUCERS' MARKETING BOARD

NUMBER OF PRODUCERS, REGISTERED BASIC KILOGRAMS AND SIZE OF QUOTA BY DISTRICT

DISTRICT	UNDER 45,360	45,360 90,720	90,720 136,080	136,080 181,440	181,440 226,800	226,800 272,160	272,160 317,520	317,520 362,880	OVER 362,880	TOTAL KILOGRAMS	NUMBER OF PRODUCERS
1	4	10	- -	13	2	1	1	- -	1	4,343,600	32
2	13	9	2	8	- -	2	2	- -	- -	3,661,227	36
3	3	3	3	3	2	1	- -	1	1	2,513,330	17
TOTALS	20	22	5	24	4	4	3	1	2	- - -	85
TOTAL BASIC QUOTA	573,500	1,467,875	546,200	4,010,200	859,560	968,380	876,752	340,200	875,490	10,518,157	- -

MANITOBA TURKEY PRODUCERS' MARKETING BOARD

MARKET ALLOTMENTS

YEAR	PROVINCIAL ALLOTMENT EVISCERATED	PROVINCIAL ALLOTMENT ESTIMATED LIVE	PRODUCER BOARD ALLOTMENT	PER CENT ALLOTMENT	OVER ALLOTTED	MARKETED	PER CENT OF PRODUCER ALLOTMENT MARKETED
1976	7,547,904	9,093,860	9,611,784	105.7	517,924	8,579,844	89.3
1977	7,454,462	8,981,279	9,927,490	110.5	946,211	9,038,887	91.0
1978	6,936,451	8,357,170	9,545,558	114.2	1,188,388	8,640,626	90.5
1979	8,142,126	9,809,790	10,405,584	106.1	595,794	9,898,006	95.1
1980	7,541,554	9,086,210	9,584,114	105.5	497,904	9,301,975	97.1
1981	7,264,404	8,752,294	9,120,656	104.2	368,362	8,758,073	96.0
1982	7,468,978	8,998,769	9,596,758	106.7	597,989	9,404,412	98.0
1983	7,491,658	9,107,291	9,008,501	98.9	(98,970)	8,919,500	99.0
1984	7,353,759	8,935,309	9,032,165	101.1	96,856	8,989,012	99.5
1985	7,900,143	9,601,027	9,677,779	100.8	76,752	9,561,711	98.8

CANADIAN TURKEY MARKETING AGENCY REPORT

It has been my pleasure to represent you as the Alternate Director for Manitoba on the Canadian Turkey Marketing Agency.

When a Director to the Agency is elected Chairman it means that the Alternate for that province becomes more active and attends all Directors meetings.

There are a number of issues that have been completed in 1985 and a number which are being discussed and hoped to be resolved this year. I will touch on a few of them, in particular the areas I feel would be of concern to Manitoba.

VIDO has completed their research on Hemorrhagic Enteritis and at this time are arranging to have a vaccine put on the market.

The Canadian Turkey Marketing Agency undertook a new Cost of Production Survey in early 1986, which no doubt, a number of you were involved in and we would like to thank you on behalf of the Agency for your co-operation.

Marketing plan amendments have been discussed at many meetings and although there are still some areas to be resolved, progress has been made.

For the first time the Agency allocated a two million pound preliminary quota for Tom turkeys only, for 1986. This is the first attempt by the Agency to grow the right kind of product that the market has shown a growing demand for.

The Agency also submitted a brief to the Government on our concerns of freer trade with the United States.

In the Spring of 1985 we had a major national promotion resulting in a national turkey month (March). This will be an annual event. You will be seeing point of sale material in major chain stores in the next few days. The processors and retail stores are once again giving their full co-operation to make it a success. This year besides a coupon worth $1.00 off each turkey purchased the Agency is giving a $1,000.00 shopping spree for one consumer in each province. In addition a dime for each coupon redeemed will be given to The Ability Fund (March of Dimes).

We have found it necessary to increase the levy from .7716 per kilogram to 1.20 cents per kilogram to cover increased costs in operating the Agency and to be able to increase the promotion of turkey in Canada.

The Agency took part in a major food exhibition (FOODEX) in Japan in 1985. The trading company which we deal with, Z. Kuroda & Co., took many of their customers to see the booth and also helped supply the product that the Agency required. The Agency will be taking part in the Foodex show again this year, in fact Ken Crawford will be leaving for Tokyo next week.

One of the major policy issues that began in 1985 which we hope will be completed in 1986 is the Multiplier Breeder Policy. This would be a benefit to Manitoba turkey breeders as they supply a number of eggs and poults out of the province.

The communication between Provincial Marketing Boards, Canadian Turkey Marketing Agency, National Farm Products Marketing Council and the Provincial Supervisory Councils has improved greatly over the year.

The information systems at the Agency office were computerized last year which results in a more efficient operation.

As of January 1, 1986 the storage stocks in Canada were just over twelve million kilograms, this was not, in the opinion of the Agency, too far out of line. The Agency feels that we require one pound per capita in storage as a normal working inventory.

The preliminary quota for 1986 has been set at 225 million pounds plus two million pounds for Tom turkey.

The total industry had a good year in 1985 and we look forward to another successful year in 1986.

THE MANITOBA TURKEY PRODUCERS' MARKETING BOARD
Winnipeg, Manitoba

Year End Financial Statements

As At December 31, 1985

INDEX

Auditors' Report	
Balance Sheet	Statement "1"
Statement of Operating Surplus	Statement "2"
Statement of Revenue and Expenditures	Statement "3"
Statement of Pool Operations	Statement "4"
Notes to Financial Statements	Statement "5"

FOREST GUENETTE CHAPUT COMPTABLES AGRÉÉS CHARTERED ACCOUNTANTS

262. Marion. Winnipeg. Manitoba. Canada R2H 0T7 (204) 233-8593

Auditors' Report

To the Board and Members
THE MANITOBA TURKEY PRODUCERS' MARKETING BOARD
Winnipeg, Manitoba

We have examined the balance sheet of THE MANITOBA TURKEY PRODUCERS' MARKETING BOARD as at December 31, 1985, and the statements of surplus, revenue and expenditures and pool operations for the year then ended. Our examination was made in accordance with generally accepted auditing standards and accordingly included such tests and other procedures as we considered necessary in the circumstances.

The Marketing Board derives most of its revenue in the form of levies based on weight marketed. These amounts are not susceptible to complete audit examination and, accordingly, our work in respect of this revenue was limited to accounting for the amounts recorded in the books as reported to the Board by the processors.

In our opinion, except for the limitation in the scope of our examination referred to in the preceding paragraph, these financial statements present fairly the financial position of the Board as at December 31, 1985 and the results of its operations for the year then ended in accordance with generally accepted accounting principles for Marketing Boards in Manitoba applied on a basis consistent with that of the preceding year.

Winnipeg, Manitoba
January 22, 1986

Forest Guenette Chaput
Chartered Accountants

THE MANITOBA TURKEY PRODUCERS' MARKETING BOARD

Balance Sheet

As At December 31, 1985

	1985	1984
ASSETS		
Current Assets		
Cash	$ 50	27,281
Temporary investments	125,000	50,000
Accounts receivable - general operations	8,955	18,853
- pool operations	28,486	23,373
Prepaid expenses	819	527
Investment (Note "2")	50	50
	$163,360	120,084
LIABILITIES AND SURPLUS		
Current Liabilities		
Outstanding cheques	$ 10,229	-
Accounts payable	13,046	30,623
Payments declared and due to producers	59,301	52,054
	82,576	82,677
Surplus		
Penalty Reserve Fund (Note "3")	(14,269)	(13,553)
General Reserve Fund (Note "4")	80,503	70,388
Surplus - Pool Operations (Statement "4")	8	28
Operating Surplus (Statement "2")	14,542	(19,456)
	80,784	37,407
	$163,360	120,084

THE MANITOBA TURKEY PRODUCERS' MARKETING BOARD

Statement of Operating Surplus

Year Ended December 31, 1985

	1985	1984
Surplus (deficit) - General Fund		
Balance, beginning of year	$(19,456)	(7,658)
Deduct:		
Surplus (deficit) for the year	33,998	(11,798)
Balance, end of year	$ 14,542	(19,456)

THE MANITOBA TURKEY PRODUCERS' MARKETING BOARD

Statement of Revenue and Expenditures

Year Ended December 31, 1985

	1985 Budget	1985 Actual	1984 Actual
Revenue			
Producers' fees levied			
- for Manitoba Board	$140,000	153,313	120,470
- for Canadian Agency	72,000	73,558	69,335
Interest earned	5,000	5,726	5,008
	217,000	232,597	194,813
Expenditures			
Levies remitted to C.T.M.A.	72,000	73,558	69,335
Salaries and benefits	65,000	37,520	65,134
Directors' meetings (Note "5")	24,000	29,501	23,924
Advertising	22,000	26,659	21,888
Legal and consulting fees	1,500	7,886	1,558
Postage, office supplies and furnishings	9,500	6,302	9,330
Rent and light	4,000	3,742	3,405
Telephone	2,500	2,725	2,257
Audit fees	2,750	2,650	2,575
Travel	3,000	1,896	1,529
Meetings with producers	2,500	1,712	1,804
General expense	850	1,675	1,052
Dues and fees	1,250	1,100	1,320
Insurance	1,250	992	1,073
Subscriptions	500	681	427
	212,600	198,599	206,611
Surplus (deficit) for the year	$ 4,400	33,998	(11,798)

THE MANITOBA TURKEY PRODUCERS' MARKETING BOARD

Statement of Pool Operations

As At December 31, 1985

	1985	1984
Receipts		
Pool funds retained by processors	$452,323	543,747
Disbursements		
Salaries	17,600	16,125
Audit fees	2,650	2,575
	20,250	18,700
Excess of receipts over disbursements	432,073	525,047
Final payments to producers	432,093	525,051
Surplus (deficit) for year	(20)	(4)
Surplus (deficit), beginning of year	28	32
Surplus, end of year	$ 8	28

THE MANITOBA TURKEY PRODUCERS' MARKETING BOARD

Notes to Financial Statements

As At December 31, 1985

Note "1" Significant Accounting Policies

The financial statements have been prepared in accordance with generally accepted accounting principles for Marketing Boards in Manitoba and reflect the following policies:

(a) Investment - Shares C & T Exports Ltd.

The investment in C & T Exports Ltd. is accounted for according to the cost method.

(b) Fixed Assets

Fixed assets are expensed on the statement of revenue and expenditures in the year of their acquisition.

Note "2" Investment

THE MANITOBA TURKEY PRODUCERS' MARKETING BOARD owns one-half of the issued capital of C & T Exports Ltd., a corporation constituted in Manitoba for the purpose of increasing the export markets for chicken and turkey. The Manitoba Chicken Broiler Producers' Marketing Board owns the other half.

Note "3" Penalty Reserve Fund

The Penalty Reserve Fund is used to accumulate the penalties assessed to the producers for overmarketing. The fund is used to pay overmarketing penalties which may become payable to the Canadian Turkey Marketing Agency. The transactions in the fund were as follows:

	1985	1984
Reserve Fund balance (deficit), beginning of year	$(13,553)	(13)
Add: Overmarketing penalties assessed to producers	9,294	8,653
	(4,259)	8,640
Deduct: Overmarketing penalties paid to Canadian Agency	-	10,045
Export costs (Note "6")	10,010	12,148
	10,010	22,193
Reserve Fund balance (deficit), end of year	$(14,269)	(13,553)

It is expected that no penalty will be payable to C.T.M.A. for 1985.

The deficit in the reserve fund could be covered by a transfer from operations or from the General Reserve Fund by special Board resolution.

THE MANITOBA TURKEY PRODUCERS' MARKETING BOARD

Notes to Financial Statements

As At December 31, 1985

Note "4" General Reserve Fund

The reserve was created to pay unusual expenses which may become payable from time to time, replace operating deficits of prior years and to protect the Board with respect to the bond posted with the Canadian Agency for the payment of overmarketing penalties. A levy of 11.02 cents per 100 kilograms live weight of turkey marketed by the producers is the source of funds. All reductions in this reserve require the approval of the Manitoba Marketing Council. The transactions in the fund were as follows:

	1985	1984
Reserve Fund balance, beginning of year	$70,388	60,850
Add: Levies collected from producers	10,115	9,538
Reserve Fund balance, end of year	$80,503	70,388

Note "5" Directors' Meetings

The directors' meeting expenditures are paid on the basis of approved rates as follows:

(1) Per diem renumeration - chairman $100 per day
- vice-chairman 90 per day
- others 75 per day

(2) Expense allowance - $35 per day or $50 per day if outside Manitoba

(3) Mileage - 21.8 cents per kilometer up to 9,000 kilometers and
16.5 cents per kilometer up to 18,000 kilometers

The directors' meeting expenditures on Statement "3" include the following:

	1985	1984
Per diem renumeration	$16,145	13,270
Expense allowance	5,277	3,060
Mileage	7,862	6,142
Other	217	1,452
	$29,501	23,924

THE MANITOBA TURKEY PRODUCERS' MARKETING BOARD

Notes to Financial Statements

As At December 31, 1985

Note "6" Export Costs

Export costs in the amount of $10,010 in 1985 shown as a deduction from Penalty Reserve Fund (Note "3") represent cash remitted to C & T Exports Ltd. to defray costs of exports of turkey in 1985. These exports reduce potential overmarketing penalties which could have become payable to the Canadian Turkey Marketing Agency if the product had not been exported. In 1984, payments made to C & T Exports Ltd. were $12,148.

Note "7" Contingent Liability

The board has an approved line of credit with the Credit Union Central of Manitoba to a maximum of $50,000. This line of credit is secured by:

(1) Promissory note
(2) Line of credit agreement
(3) Pledge of fluctuating cash collateral

At December 31, 1985, the interest rate on this line of credit was prime plus 3/4 but none of the authorized line of credit was being utilized.

MANITOBA TURKEY PRODUCERS' MARKETING BOARD

PROPOSED BUDGET

	1984 Actual	1985 Actual As Reported	1985 Actual Restated	1986 Budget
REVENUE				
Pool Reserve/Operation			$ 30,365.	$ 32,000.
- Manitoba Board Levy	$ 120,470.	$ 153,313.	153,313.	146,000.
- Canadian Agency Levy	69,335.	73,558.	73,558.	117,000.
- Interest Income	5,008.	5,726.	5,726.	9,000.
	$ 194,813.	$ 232,597.	$ 262,962.	$ 304,000.
EXPENDITURES				
C.T.M.A. Levies	$ 69,335.	$ 73,558.	$ 73,558.	$ 117,000.
Salaries & Benefits	65,134.	37,520.	59,221.	65,000.
Advertising/Promotion	21,888.	26,659.	22,558.	28,000.
Directors Meetings	23,924.	29,501.	29,501.	35,000.
Postage, Office Supplies & Furnishings	9,330.	6,302.	6,302.	15,000.
Legal Fees	1,559.	7,886.	7,886.	2,500.
Rent & Light	3,405.	3,742.	3,742.	4,000.
Travel/Expenses	1,529.	1,896.	1,896.	3,500.
Audit Fees	2,575.	2,650.	5,300.	5,300.
Producer Meetings	1,804.	1,712.	1,712.	2,000.
Telephone/Telex	2,257.	2,725.	2,725.	3,500.
Dues & Fees	1,320.	1,100.	1,100.	1,200.
General Expense	1,052.	1,675.	1,675.	2,000.
Subscriptions	427.	681.	681.	800.
Insurance	1,073.	992.	992.	1,300.
	$ 206,612.	$ 198,599.	$ 210,849.	$ 286,100.
Surplus [Deficit]	[11,799.]	33,998.	44,113.	17,900.
Allocation of Surplus				
Operating Surplus		33,998.	33,998.	7,900.
General Reserve		- -	10,115.	10,000.

MANITOBA TURKEY PRODUCERS' MARKETING BOARD

ELECTION OF DIRECTORS

All registered producers, including the directors whose terms have expired, are eligible to stand for election as a director in the district where their main production unit is located.

Companies must designate their delegate, in writing. Designated delegates are also eligible to stand for office, provided that no conflict of interest exists between their position and the interests of the other producers.

Nomination forms will be available, but nominations will also be accepted from the floor. Only those producers registered in the same district as the directors up for election will be able to nominate or vote for a director to represent that district.

Nominations are to be completed by the time the meeting reconvenes after lunch. Those persons nominated must either be present or have confirmed, in writing, that they are prepared to serve as a director, if elected.

The election will be by ballot. Ballots will be available from the returning officer during the early part of the afternoon session.

Election results will be announced following the completion of the balloting.

One director is to be elected in each of the following districts:

District #1	E. Penner;
District #2	W. Chrismas; and
District #3	P. Maendel.

The following directors were elected at the 1985 annual meeting and have one more year to run in their term of office:

District #1	H. Klassen;
District #2	R. Byle; and
District #3	D. McFadden.

MANITOBA TURKEY PRODUCERS' MARKETING BOARD

MANAGER'S REPORT

The year 1985 for me was from May 13 to December 31. In this span of less than eight months I had much to learn, for example the National Plan, the development and implementing of policies and orders as well as the administration of the Provincial Board Office. I would at this time like to express my sincere thanks for the willing co-operation of the Chairman, the Directors and the Staff for making this difficult task possible.

Now a few comments on what I foresee in the future, both challenges and opportunities.

As for the opportunities in the months and years ahead I see increased production and processing in the province due to consumer demand for new turkey products. The area I am referring to is the advent in the later part of 1985 of deboned turkey meat and parts on the fresh market. This program is an exciting opportunity for our industry and I believe what was needed to again get turkey consumption on the increase from the present stagnant figure where it has been for the past number of years. The availability to the consumer of fresh deboned turkey meat and parts now gives them the same selection and options they have had for years for other commodities. With the changes taking place in the decreasing size of families and increasing number of seniors and eating habits for a varied number of reasons the turkey industry had to keep pace or lose out.

We had preached for years that turkey should be consumed more often than three times per year, namely Thanksgiving, Christmas and Easter. However we never gave the consuming public much choice other than a fresh or frozen whole turkey eliminating the segment of the consumers who could not cook a whole bird or who did not want a whole bird for various reasons. The advent of deboned meat and parts now makes it possible for a single person to enjoy turkey when they want as well as opening opportunities to promote turkey meat as a gourmet meat for dinner parties cooked in a large number of interesting and innovated recipes.

I am positive this program will increase consumption of turkey in the province and the Board is committed to assisting the industry in their endeavours to establish and increase sales of deboned meat and parts however they can.

As for challenges for our industry now and in the future there are several worth noting.

The first is the Free Trade issue also referred to as Freer Trade. This issue could have severe implications for our industry if implemented. We must work diligently to make sure this program does not involve the poultry industry in Canada and more specifically Manitoba. We must lobby hard with our governments both Federal and Provincial and through our Canadian Agency to emphasize the damage Free Trade could do to our industry if put into place. A strong agriculture voice through Keystone Agricultural Producers Inc. must also be exercised on this issue.

Another challenge will be producing the product required by our consumers and being aware of their needs and changing buying patterns. We must promote our product to the consumer and keep abreast of their wishes for convenience foods, changing life styles and diet considerations. If the consumer wants a smaller bird we must produce it or lose out. If large Tom turkeys are needed year round to fill the demand for deboned meat and parts then we must respond or again we lose out to other commodities. We must be open and flexible to changes which are taking place in the marketing place.

I believe the future in our industry is bright and exciting if we are ready and eager to tackle the challenges which will confront our industry in the months and years ahead.

EXPORT REPORT

The Chicken and Turkey Producers' Marketing Boards were again active in the Japanese market in 1985. C & T Exports Ltd., the export arm of the two Boards, was successful in securing orders and finalizing three shipments to Japan worth nearly $240,000.00 in total. This figure was double the total sales figure the year previous, 1984.

However this increased sales volume was made up entirely of turkey both deboned meat and whole broilers. We were not successful in our negotiations to finalize a sale to Japan of Chicken in 1985. This was despite our efforts which included making six price offerings during the year as well as conducting two negotiating sessions during two successive visits to Manitoba by our Japanese customers.

Our Japanese customer visited Manitoba in June of 1985 and again in October. Both times the trading company representatives were accompanied by supermarket meat buyers. These visits helped strengthen our relations with our customer and afforded an excellent opportunity to show off our efficient and modern chicken and turkey production and processing facilities in the Province to these potential buyers.

We once again in 1985 grew a special flock under contract, of 7,500 head of Hen turkey broilers for Japan. This is necessary to obtain the very demanding size specifications of the whole birds required by our customer. We hope this most successful program can be expanded to a larger number of flocks in the near future.

As for our sales of deboned turkey meat this continues to increase and growing consumer demand in Japan seems to indicate that deboned turkey meat has a very bright future. We must continue to apply pressure to our sales efforts in this area to maintain our share of this growing market.

As for exports of chicken to Japan, our customer continues to show interest in Manitoba chicken but our prices remain higher than they are willing to pay. The United States, Taiwan, China and Brazil are offering lower prices to Japan which is a very large importer of chicken. Our customer admits our quality and packaging is superior to the competition but our prices are just not competative.

However in this regard we must continue to press for sales and stress to our customers our evident quality advantages and continuity of supply.

EXPORT SALES OF POULTRY MEAT FROM MANITOBA TO JAPAN 1981 - 1985

FROZEN CHICKEN SALES

YEAR	POUNDS	Kgs.	DOLLAR VALUE
1981	35,000	15,909	$ 38,000.00
1982	NO SALES		NIL
1983	5,407	2,458	$ 6,550.00
1984	11,731	5,332	$ 14,594.00
1985	NO SALES		NIL

FROZEN WHOLE TURKEY AND DEBONED MEAT SALES

YEAR	POUNDS	Kgs.	DOLLAR VALUE
1981	45,000	20,455	$ 57,000.00
1982	39,700	18,045	$ 54,800.00
1983	105,773	48,078	$205,300.00
1984	67,048	30,476	$119,360.00
1985	96,628	43,922	$236,365.00

MANITOBA TURKEY PRODUCERS' MARKETING BOARD

PROMOTION REPORT

A) On-Going Activities

To a large extent, these focus on contact with the media, and this contact is considered to be a high priority. Most of this media work is conducted through regularly scheduled presentations. Manitoba is the envy of every province in Canada for the regular programs on CKY and CKND television. The program on CKY is weekly for 30 - 45 minutes. The program on CKND was 15 minutes weekly until September, when it was changed to 10 minutes once a month. Over the year, there have been approximately 19,000 recipe requests as a result of the programs.

In addition to the television, one "Consumer Update" radio tape is distributed to seven rural radio stations. These are intended as public service information pieces focusing on new turkey products, preparation ideas, nutrition information and trends.

Every effort is made to respond to requests for information or interviews by local media. These have included participation on CJOB's "Problem Corner" with Hedi Lewis, and answering requests for information from the two daily newspapers in Winnipeg. Releases were also sent out in late November to supplement and encourage the use of the Turkey Fact File.

An advertisement was purchased in the Who's Who issue of the "Canada Poultryman". This is one of the few advertising purchases made by the Board.

Contact is also maintained with home economics teachers and other educators. This is done through the distribution of a resource list to home economics teachers three times a year. Quantities of recipe pamphlets are provided for classrooms, along with Turkey Resource packages and posters when teachers request them. Visual aids are made available on a loan basis.

Lastly, direct contact with consumers is maintained by providing a consumer information service. This is one result of the high visibility maintained by staff in television, radio and print media. Approximately 450 inquiries were received over the year on the three commodities. Staff also try to accommodate requests by community groups for donations. (See attached list of donations following this report.)

Thousands of consumers and potential consumers are reached using these methods. This contact helps keep Manitoba turkey in the minds of consumers at a time when other food products provide strong competition.

B) Displays/Demonstrations

Over the year the Board participated in several displays. Two of these were joint producer displays co-ordinated by the Manitoba Agriculture Marketing Branch. One exhibit was held in co-operation with C. T. M. A. They were:

(i) Brandon Shopper's Mall (March 26 - 30th - 5 days)

A joint producer display was set up beside the Safeway Store, during the time of the Royal Winter Fair. Approximately 1,800 - 2,000 recipes were distributed and a turkey stir-fry dish was sampled with excellent consumer response.

(ii) Special Area Groups Conference for Home Economics Teachers (October 18th - 1 day)

A display of teaching kits, pamphlets and resource lists was featured. Over 400 teachers were registered and traffic was excellent. Approximately 200 pamphlets were distributed and 25 posters (more would have been distributed had our supply not run out). This is an excellent way to reach rural home economics teachers.

(iii) Merchant's Consolidated Marketex Show (October 21 - ½ day)

Our participation consisted of demonstrations and sampling of a turkey schnitzel and a turkey stir-fry, using fresh turkey. This was done at the Merchant's Consolidated booth and was intended to reach their retail customers. The response from both retailers and other exhibitors was excellent.

(iv) Clearspring Mall in Steinbach (October 24th - 26th - 3 days)

Operation of the display was organized by Board staff, while the booth was manned by producers. For the first time this year sampling was available, along with recipe pamphlets. Traffic was excellent and between 1,000 - 2,000 recipes were distributed.

(v) Centrex '85 - (October 28th - 30th - 3 days)

This show is directed at the foodservice trade and was done in co-operation with C. T. M. A. Turkey-Stuffed Manicotti was sampled to approximately 1,000 people, with over 700 recipes distributed. Traffic was very good and consisted primarily of the foodservice trade we hoped to reach. An advertisement was purchased in the "Prairie Hotelman", a foodservice publication, to support this display.

C) First National Promotion "Turkey in March - Why Not!"

This promotion was planned and organized by C. T. M. A., with support at the local Board level. Major activities consisted of Point of Sale (P.O.S.) material, $1.00 off coupons and publicity clips or media releases. Local support included the presentation of a turkey to the Lieutenant-Governor of Manitoba, releases, a radio tape for rural stations and television demonstrations. National efforts obtained some publicity, while the local presentation did not get the publicity hoped. The P.O.S. material was very well done, but was not very well utilized in Manitoba. The processors and retailers, alike, were very unhappy about the availability of turkey and the distribution of coupons. However, 9.1% of the coupons in Manitoba were redeemed, compared to an average across Canada of 4.1%. Although coupons were distributed in only 7 locations in Manitoba, there appeared to be further distribution by consumers, as they were redeemed from 31 locations. From the standpoint of coupon redemption, the promotion appeared to be quite successful in Manitoba, although problems with organization, supply of product, use of P.O.S. material and distribution of coupons need to be worked out if future promotions are to proceed smoothly.

D) Co-operation with National Agency

Over the year Manitoba staff have endeavoured to support all national promotion efforts, as much as possible. This included participation in a National Turkey Marketing Seminar in June. Board staff also assisted in the development of a new turkey recipe pamphlet "Turkey for Today", distribution of the new turkey pamphlet "Turkey on the Grill", the development of new turkey posters, and with the evaluation of the Turkey Resource Package by Manitoba home economics teachers. (The Centrex '85 display and the national promotion have already been mentioned.)

E) Other Activities

Aside from normal promotional activities, Board promotion staff are often called upon to conduct or assist in unplanned activities. During the last year, this has included assisting when required with the delegations from Japan that visited Manitoba and giving presentations in a panel on marketing boards to visiting home economists, as well as a presentation to the Manitoba Institute of Agrologists. In addition, a practicum student from the Faculty of Human Ecology was allowed to gain valuable experience with the Board.

F) Staff

Board promotions are directed by full-time Home Economist, Linda Hogue. This position is financed by the Manitoba Chicken Broiler, Turkey and Vegetable Producers' Marketing Boards, and is shared by the three Boards. In addition freelance home economist, Ruth Dyker, was employed from January to September on a part-time basis by the three Boards. During the summer, the Boards were fortunate to obtain funding through the Careerstart '85 program, which permitted them to hire recent Human Ecology graduate, Janice Hutsal. In late summer, the decision was made to hire a second full-time home economist to work for the three Boards. As a result, Ruth Dyker's contract was terminated, and Janice Hutsal was hired on a full-time basis. A Manitoba Jobs Fund grant was obtained to help support this new position.

With the addition of a second full-time home economist, it is anticipated that further progress will be made towards the development of further strategies in the promotion of Manitoba turkey.

A brief overview of the 1986 promotion plans follows:

On-Going Activities

- television demonstrations / interviews on CKY and CKND
- "Consumer Update" - radio tapes to rural stations
- newsletter/resource list to home economics teachers
- consumer inquiries

Displays/Exhibits

- St. Vital Centre - February - 4 days
- Royal Winter Fair in Brandon - March - 6 days
- Garden City Shopping Centre - May - 4 days
- Red River Exhibition - June - 9 days (under consideration)
- Polo Park Shopping Centre - October - 4 days
- Clearspring Mall in Steinbach - October - 4 days
- S. A. G. conference for Home Economics teachers - October - 1 day
- Centrex '86 - October - 3 days

Advertising

- Canada Poultryman

Publications and Other Materials

- printing of a joint commodity brochure
- posters for use by retail stores
- educational posters

National Turkey Promotion - support

Donations to Organizations

The following is a tally of all special donations made by the Manitoba Turkey Producers' Marketing Board for 1985.

This includes special donations to schools, day care, home economists, curling clubs and other organizations.

This does not include the recipes, pamphlets, teaching kits and posters distributed normally via consumer calls, TV shows, mall displays and exhibits.

Posters - 29
Ceramics - 2
Glasses - 20 sets
Napkin holders - 1
Salt & Pepper - 1
Aprons -9
French booklets - 3
English booklets - 2,452
Visors - 62
Teaching kits - 2
Fans - 15

KEYSTONE AGRICULTURAL PRODUCERS INC.

May, 1985 saw the incorporation of Keystone Agricultural Producers as a NON-SHARE, NON-PROFIT, Corporation, under the Corporations Act (Manitoba). This was the final step in the evolution of K. A. P., which began almost a year and one-half prior to this time.

At the first Annual Meeting held in Winnipeg, January 1985, delegates elected Jack Penner from Halbstadt as President, Earl Geddes from Pilot Mound as 1st Vice President, and Cam Henry from Oak River, as 2nd Vice President. 1985 being its first full year of operation, K. A. P. attracted some 2,800 individual members and 13 Group Members.

During the year, K. A. P. arranged or participated in a number of special events, beginning with a Farm Debt Forum which was held in Portage La Prairie. Representatives from banks, Farm Credit Corporations, Government, Credit Unions, etc. were in attendance to enable farmers to discuss their financial problems with them. Subsequent to this meeting, K. A. P.'s General Council adopted a position paper on farm debt.

Another major program involved a symposium on method of payments to the Crow benefit from the Federal Government. Resource people for this day included representatives from the Hall Committee of Inquiry, Manitoba Department of Agriculture and University of Manitoba, in addition to two farmers who presented opposing views on this subject. Proceedings were videotaped in order to be used at district meetings so all members would have an opportunity to see what transpired.

A committee was formed to study the inequities which exist in the present system of property assessment and taxation with regards to financing education.

The farm fuel tax issue is another major area in which K. A. P. has directed considerable attention. As a result of working with other farm groups, as well as the provincial government, a proposed solution is being detailed and hopefully will be implemented in the near future.

Other issues dealt with during the year have included a grasshopper battle plan for southwestern areas of the province; trucking regulations; pesticide registration and late in 1985, the Revenue Canada adjustments in capital cost allowances and investment tax credits on new machinery.

There have been several other issues facing K. A. P. in the past year which have been reported in the newsletter received by all members.

This brief review of the past year is intended only to show how effective a strong farm policy organization can be. K. A. P. will only remain a strong voice with the continued support and participation of its members. Your Turkey Board as a commodity group, is a member of K. A. P. but we continue to urge each producer to become a individual member.